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FOREIGN NEWS ON APPLES

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NOTES ON AMERICAN APPLES IN SOUTH AFRICA AND NEW ZEALAND

South Africa

Washington apples were being sold in Port Elizabeth, South Africa, during the month of October, both in centrally located stores run by Europeans and in shops owned by Indians in the neighborhood of the better residential districts, states Consul L. H. Gourley at that post. These apples retailed at four for 25 cents. South African apples are scarce and unsatisfactory in October. The principal competing fruits on the market at that time of the year are native grown oranges, tangerines, fresh figs and pineapples.

Advance notice has been given by a Port Elizabeth fruit distributor that Canadian apples would be available during November, which is also a month when there is a scarcity of fruit, states the Consul. With the beginning of the South African summer shortly after November, however, domestic produced grapes, peaches and other fruits become available in abundance.

New Zealand

Although American apples are not strangers in the New Zealand market, the demand is limited to the highest quality fruit since the standard retail price for good selling lines of domestic grown varieties is 8¢ per pound for eating and 6¢ for cooking apples, states Vice Consul M. I. Mays at Wellington. American fruit cannot be sold at such low rates because of transportation costs and the import duty of 3¢ a pound. The duty on Canadian apples is 2¢ per pound. Quality has sold every shipment of American apples imported into New Zealand, the price sometimes reaching 16¢ per pound retail. American apples seem to have difficulty in coming on the market at less than 12¢ per pound retail.

Until recently the New Zealand Government has had an embargo on fruit from the Pacific Coast of the United States. Before the embargo New Zealand imported about 3,400 boxes annually of United States apples and about 17,000 boxes from Canada. In 1925, however, imports from Canada mounted to about 400,000 boxes while takings from the United States were negligible. The varieties selling best have been Delicious and Jonathans, states Vice Consul Mays. Red varieties are preferred to the yellow. Apples running from 5 to 6 to the pound are the most desirable since the fruit is retailed by the pound. Color, palatability and light weight are the principal selling points.

